



Mike Jones

K-WAS

National

Cash

Broadcast

EOM/EOC

15%

09/04/11

00:10:00

Advertiser	Name:	NRSC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV2
	Revenue Codes:	AGY, POL, ISS

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	09/04/11
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$81,900.00	\$69,615.00	0.00
Totals	56	\$81,900.00	\$69,615.00	0.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$47,554.84
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$44,912.90
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/17/12	10/19/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	--WTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--WTF--		2		\$1,200.00		0.00					
2	8	10/22/12	10/23/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MT-----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		2			\$1,200.00	0.00					
3	8	10/17/12	10/19/12	CBS This Morning 7-9a	CM	7-9a	--WTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
				CBS This Morning											
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--		2			\$1,000.00	0.00					
4	8	10/22/12	10/23/12	CBS This Morning 7-9a	CM	7-9a	MT-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				CBS This Morning											
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		1			\$1,000.00	0.00					
5	8	10/17/12	10/19/12	Live w/Kelly	CM	9-10a	--WTF--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
				Live With Regis & Kelly											
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--		2			\$850.00	0.00					
6	8	10/22/12	10/23/12	Live w/Kelly	CM	9-10a	MT-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
				Live With Regis & Kelly											
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		1			\$850.00	0.00					
9	8	10/22/12	10/23/12	Y&R	CM	11a-12p	MT-----	:30	1	\$4,500.00	LV1	0.00	NM	1	\$4,500.00
				Young & Restless											
Y & R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		1			\$4,500.00	0.00					
10	8	10/17/12	10/19/12	8 News Now Noon M-F	CM	12-1230p	--WTF--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
				8 News Now Noon M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--		2			\$850.00	0.00					
11	8	10/22/12	10/23/12	8 News Now Noon M-F	CM	12-1230p	MT-----	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
				8 News Now Noon M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		2			\$850.00	0.00					
12	8	10/17/12	10/19/12	1230-2p Soaps/ LMAD	CM	1230-2p	--WTF--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
				Soaps / Let's Make A Deal											
SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--		1			\$900.00	0.00					
13	8	10/22/12	10/23/12	1230-2p Soaps/ LMAD	CM	1230-2p	MT-----	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
				Soaps / Let's Make A Deal											
SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		1			\$900.00	0.00					
14	8	10/17/12	10/19/12	The Talk 2-3P	CM	2-3p	--WTF--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
				The Talk											
TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--		1			\$900.00	0.00					
15	8	10/22/12	10/23/12	The Talk 2-3P	CM	2-3p	MT-----	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
				The Talk											
TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		1			\$900.00	0.00					
16	8	10/17/12	10/19/12	Ellen	CM	3-4p	--WTF--	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
				Ellen											
ELLEN															

Order / Rev: 35867
 Alt Order #: 08802396
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC
 Product Desc: ISSUE
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	8	10/17/12	10/19/12	Ellen Ellen	CM	3-4p --WTF--	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,000.00		0.00			
17	8	10/22/12	10/23/12	Ellen Ellen	CM	3-4p MT-----	:30	1	\$1,000.00	LV2	0.00	NM	1	\$1,000.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$1,000.00		0.00			
18	8	10/17/12	10/19/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p --WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,300.00		0.00			
19	8	10/22/12	10/23/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$1,300.00		0.00			
20	8	10/17/12	10/19/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --WTF--	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,500.00		0.00			
21	8	10/22/12	10/23/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MT-----	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$1,500.00		0.00			
22	8	10/17/12	10/19/12	630-7p Inside Edition Inside Edition	CM	630-7p --WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
IN EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,300.00		0.00			
23	8	10/22/12	10/23/12	630-7p Inside Edition Inside Edition	CM	630-7p MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
IN EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$1,300.00		0.00			
24	8	10/17/12	10/19/12	7-8p Rotator 7-8p Rotator	CM	7-8p --WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,300.00		0.00			
25	8	10/22/12	10/23/12	7-8p Rotator 7-8p Rotator	CM	7-8p MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$1,300.00		0.00			
26	8	10/17/12	10/19/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p --WTF--	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$2,200.00		0.00			
27	8	10/22/12	10/23/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MT-----	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$2,200.00		0.00			
28	8	10/17/12	10/19/12		CM	1135p-1237a --WTF--	:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00

Order / Rev: 35867
 Alt Order #: 08802396
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC
 Product Desc: ISSUE
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Letterman										
				Letterman										
				LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--		3		\$850.00		0.00				
29	8	10/22/12	10/23/12	Letterman	CM	1135p-1237a MT-----	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
				Letterman										
				LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----		2		\$850.00		0.00				
30	8	10/17/12	10/19/12	8 News Now 5a M-F	CM	5-6a --WTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
				8 News Now 5a M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--		2		\$1,000.00		0.00				
32	8	10/20/12	10/21/12	8 News Now 11p Sa/Su	CM	11-1135P -----SS	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
				8 News Now Sa/Su 11p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----SS		2		\$1,100.00		0.00				
34	8	10/20/12	10/20/12	NCAA Football	CM	NCAA College Foo-----S-	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				NCAA College Football		(10:00 AM-3:00 PM)								
				COLLEGE FOOTBALL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$5,000.00		0.00				
35	8	10/20/12	10/20/12	8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
				8 News Now Sat 5-7p		(5:00 PM-5:30 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$800.00		0.00				
36	8	10/20/12	10/20/12	Sat 7-8p - ET Wknd	CM	7-8p -----S-	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
				Ent Tonight Weekend										
				ET WEEKEND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$600.00		0.00				
39	8	10/21/12	10/21/12	Face The Nation	CM	Face The Nation -----S	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				Face The Nation										
				FACE THE NATION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1		\$2,500.00		0.00				
41	8	10/21/12	10/21/12	8 News Now Sun 5-7p	CM	5-7p -----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
				8 News Now Sun 5-7p		(5:00 PM-5:30 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1		\$1,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/15/12-10/21/12		8 News Now Sun 5-7p		5-7p		(5:00 PM-5:30 P-----Su	:30	(\$1,500.00)	0.00	NM		
See MG 41.2														
2	8	10/21/12-10/21/12		8 News Now Sun 5-7p		430-5p		(4:30 PM-5:00 P-----Su	:30	\$1,500.00	0.00	NM		
Ⓜ MG for 41.1 10/21														
43	8	10/21/12	10/21/12	Sun 7-8p	CM	7-8p -----S	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
				60 Minutes										
				60 MINUTES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1		\$12,000.00		0.00				
44	8	10/21/12	10/21/12	Eye on Wash/Wall St Jo	CM	5-6a -----S	:30	2	\$400.00	LV1	0.00	NM	2	\$800.00
				Eye On Wash/Wall St Jrm										
				EYE ON DC/WALL ST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		2		\$400.00		0.00				
45	8	10/20/12	10/20/12		CM	4-5p -----S-	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 4-5p Whacked Sports															
Whacked Out Sports 2X's															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$400.00		0.00			
													Totals	56	\$81,900.00